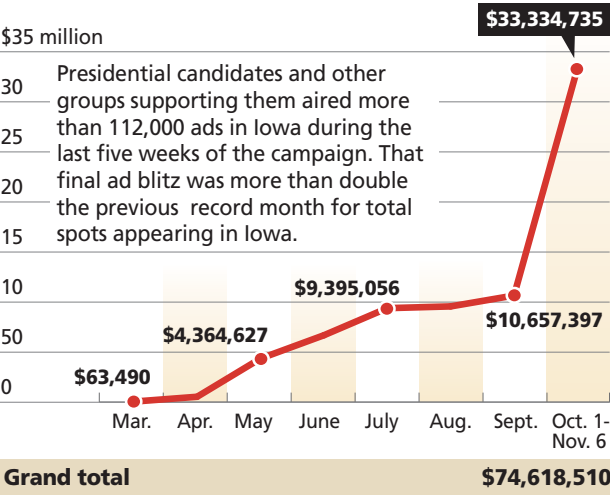


Spending soars in final weeks



Source: Federal Communications Commission records at television stations and cable networks serving Iowa markets THE REGISTER

Obama spends more in D.M.: Romney more in Quad Cities

More than half of the TV ad spending on behalf of both candidates went to the Des Moines and Quad Cities markets. But Obama and his supporters made Des Moines the top priority for their ad dollars, while the Quad Cities were No. 1 for ads benefiting Romney. Worth noting: Spending on ads benefiting Romney topped Obama in five of Iowa's eight markets. Obama and his supporters spent more in only the Sioux City, Mason City and Burlington markets.

	Spots	Total spent
OBAMA	151,010	\$32,038,655
Des Moines	31,471	\$9,312,106
Quad Cities	25,172	\$8,822,203
Cedar Rapids/Waterloo	31,879	\$5,155,725
Sioux City	26,197	\$3,722,169
Rochester/Austin/Mason City	17,677	\$2,286,726
Omaha/Council Bluffs	7,348	\$1,814,047
Ottumwa/Kirkville	6,927	\$552,060
Burlington/Quincy/Hannibal	4,339	\$373,619
ROMNEY	118,489	\$42,579,855
Quad Cities	19,875	\$12,025,128
Des Moines	21,278	\$11,956,653
Cedar Rapids/Waterloo	22,773	\$6,955,551
Omaha/Council Bluffs	8,891	\$4,758,310
Sioux City	27,102	\$3,495,962
Rochester/Austin/Mason City	9,260	\$2,178,910
Ottumwa/Kirkville	6,008	\$935,956
Burlington/Quincy/Hannibal	3,302	\$273,385
Grand total	269,499	\$74,618,510

D.M. market surges to top

The Des Moines market had been the runner-up to the Quad Cities throughout the campaign. But it surged to the top in the final weeks of the campaign as Romney, Obama and their supporters bought millions of dollars' worth of ads in an effort to sway undecided central Iowa voters.

	Spots	Total spent
Des Moines	52,749	\$21,268,759
Quad Cities	45,047	\$20,847,331
Cedar Rapids/Waterloo	54,652	\$12,111,276
Sioux City	53,299	\$7,218,132
Omaha/Council Bluffs	16,239	\$6,572,357
Rochester/Austin/Mason City	26,937	\$4,465,636
Ottumwa/Kirkville	12,935	\$1,488,016
Burlington/Quincy/Hannibal	7,641	\$647,004
Grand total	269,499	\$74,618,510

Some outlets reap ad bonanza

More than half of the TV ad spending on behalf of both candidates went to the Des Moines and Quad Cities markets. Here are the top five destinations for TV ad dollars, from March through November and in the final weeks.

March through Nov. 6/market		Spots	Gross spending
KWQC	Quad Cities	9,141	\$10,931,000
KCCI	Des Moines	9,911	\$9,896,255
WHO	Des Moines	8,920	\$6,077,225
WQAD	Quad Cities	8,218	\$4,966,050
KCRG	Cedar Rapids	10,243	\$4,746,025
Oct. 1 through Nov. 6/market		Spots	Gross spending
KCCI	Des Moines	3,265	\$4,403,535
KWQC	Quad Cities	2,999	\$4,132,445
WHO	Des Moines	3,125	\$2,631,690
WQAD	Quad Cities	2,474	\$2,216,990
Mediacom	Statewide cable	55,903	\$1,952,425

March to November: Higher spending vs. more ads

The Obama campaign itself spent nearly twice the Romney campaign on TV ads in Iowa from late March through the Nov. 6 election. But when spending by outside groups is included, Romney and his allies outspent Obama and his supporters by more than \$10 million. Despite that spending gap, 56 percent of the ads aired in the Iowa television market this year favored Obama.

OBAMA	Buys	Spots	Gross spending
Bought by Obama campaign	1,473	131,563	\$27,762,890
Bought by outside groups on Obama's behalf	298	19,373	\$4,247,375
Joint campaign/Democratic National Committee	6	74	\$28,390
Total	1,777	151,010	\$32,038,655
ROMNEY			
Bought by Romney campaign	631	56,022	\$14,323,386
Bought by outside groups on Romney's behalf	1,070	55,796	\$25,811,965
Republican National Committee or joint buy with campaign	107	6,671	\$2,444,505
Total	1,808	118,489	\$42,579,855
GRAND TOTAL	3,585	269,499	\$74,618,510

The final weeks: A surge in Romney spending

President Barack Obama, GOP challenger Mitt Romney and groups supporting them spent more than \$33.3 million on TV ads between Oct. 1 and the Nov. 6 election. While Romney and his supporters outspent Obama and his allies nearly 2-1, about 13,500 more ads favoring Obama appeared on Iowa airwaves during that final five-week period.

OBAMA	Buys	Spots	Gross spending
Bought by Obama campaign	493	51,532	\$8,917,515
Bought by outside groups on Obama's behalf	177	11,462	\$2,961,034
Joint campaign/Democratic National Committee	0	0	\$0
Total	670	62,994	\$11,878,549
ROMNEY			
Bought by Romney campaign	269	26,740	\$6,562,524
Bought by outside groups on Romney's behalf	388	21,679	\$14,347,937
Republican National Committee or joint buy with campaign	17	1,109	\$545,725
Total	674	49,528	\$21,456,186
Grand total	1,344	112,522	\$33,334,735

Who’s paying for all those ads?

President Barack Obama's campaign committee paid for nearly all of the television advertising on his behalf in Iowa. Mitt Romney's campaign paid for only about one-third of the ads benefiting him. Outside groups allied with Romney ramped up the pace considerably in the final five weeks of the campaign, spending nearly twice what Obama and his supporters were spending from Oct. 1 through the Nov. 6 election.

	March through November		Oct. 1 to Nov. 6	
OBAMA	Spots	Total spending	Spots	Total spending
Obama for America	131,563	\$27,762,890	51,532	\$8,917,515
Priorities USA	16,697	\$3,766,090	9,749	\$2,788,229
Planned Parenthood Action Fund	1,469	\$389,930	506	\$81,450
NARAL Pro-Choice America	1,183	\$69,355	1,183	\$69,355.00
Obama for America/ Democratic National Committee	74	\$28,390	0	0
Vote Your Values PAC	24	\$22,000	24	\$22,000
Grand total	151,010	\$32,038,655	62,994	\$11,878,549
ROMNEY	Spots	Total spending	Spots	Total spending
Romney for President	56,022	\$14,323,386	26,740	\$6,562,524
Crossroads GPS	21,131	\$6,751,631	4,856	\$3,782,959
American Crossroads	12,106	\$6,363,558	7,008	\$4,606,255
Restore Our Future	12,313	\$5,922,812	6,581	\$3,426,510
Americans for Prosperity	4,969	\$2,801,259	35	\$139,450
Mitt Romney/ Republican National Committee	3,499	\$1,434,110	737	\$326,985
Americans for Job Security	1,819	\$1,321,919	1,106	\$858,285
American Future Fund	2,061	\$1,181,906	1,570	\$806,503
Republican National Committee	3,172	\$1,010,395	372	\$218,740
Concerned Women for America	498	\$614,360	0	0
Ending Spending Action Fund	228	\$402,380	228	\$402,380
National Rifle Association	54	\$156,000	54	\$156,000
American Energy Alliance	218	\$107,020	0	0
Campaign for American Values	243	\$90,230	89	\$71,725
60 Plus Association	93	\$64,280	93	\$64,280
National Organization for Marriage	47	\$25,590	47	\$25,590
Crossroads Generation	16	\$9,020	12	\$8,000
Grand total	118,489	\$42,579,855	49,528	\$21,456,186